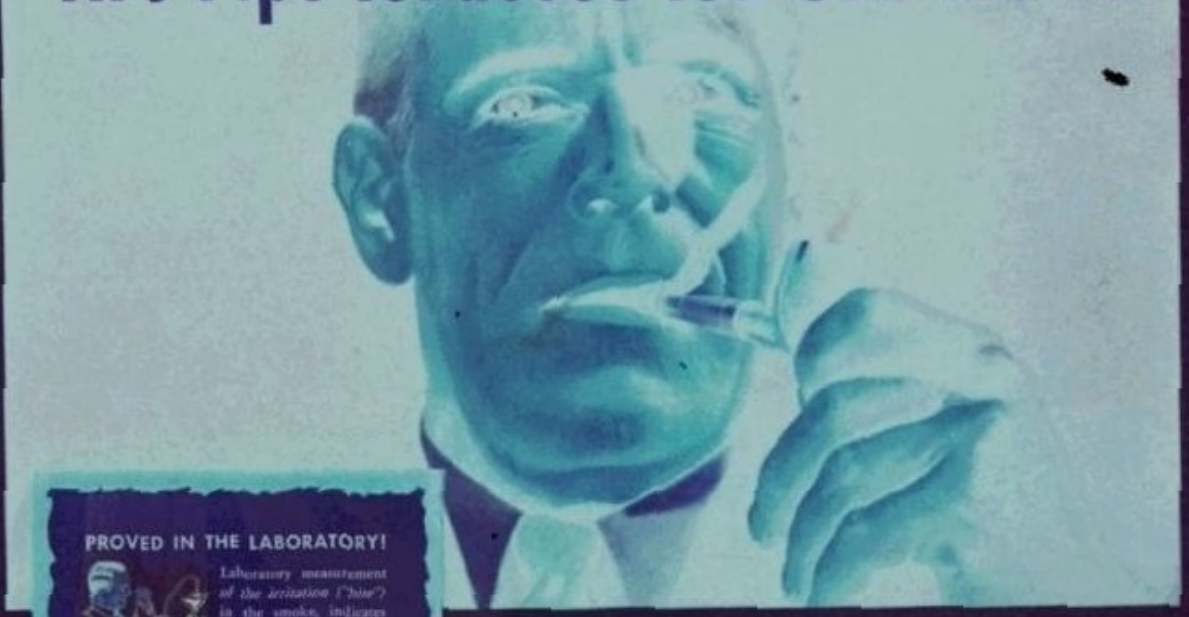
THE FLAVOR'S *IN*...THE BITE IS *OUT*—

Two Pipe Tobaccos You Can Inhale



PROVED IN THE LABORATORY!

Laboratory measurement *of the irritation ("bite")* in the smoke, indicates that the average of six other leading, popular pipe tobaccos is over *three times as irritating as* REVELATION! Since BOND STREET is produced by the same Philip Morris method, you'll find this goes for BOND STREET too!

NOW PROVE IT IN YOUR PIPE

Try BOND STREET or REVELATION in your pipe. You'll find both extra good . . . smooth, cool-smoking—thanks to a Philip Morris advance in preparing pipe tobaccos.

PHILIP MORRIS *presents*

Two Grand Pipe Mixtures—So Mild and Gentle—they're Winning Thousands who Never Smoked Pipes Before!

Here's a tip to smokers! Do as thousands are doing in this *shortage . . . try* BOND STREET or REVELATION in a pipe. They're the *pipe tobaccos you can inhale, just like cigarettes.* Yes, thousands who never smoked pipes before . . . are stretching out their limited cigarette supplies . . . with mild, gentle, cool-smoking BOND STREET or REVELATION. Try these two grand pipe mixtures—made by Philip Morris—the flavor's *in* . . . the bite is *out!*

PHILIP MORRIS & CO.
Dedicated to the Production of Fine Tobacco Products

BOND STREET TOBACCO

A Genuine and very different Aromatic Mixture! Contains a rare aromatic tobacco never before used in popular-price blends . . . wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning. ONLY **15¢**

REVELATION TOBACCO

One of the world's most Perfectly Balanced Blends! A magnificent "flavor-blend" of five different, superb tobaccos . . . cut five different ways; smokes clean, cool and even—every puff a pleasure. ONLY **15¢**

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